

2 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*14	SA	530P-6P	PAC 12 SHOW	:15	\$250.00	10/20-10/20	2	1	2	\$500.00	
	Rating: 2.4											
		Sales Remark: V5 BOOKENDS										
		V5 More than 2 codes changed										
	*18	M	5A-530A	GOOD DAY UTAH	:15	\$175.00	10/22-10/22	2	1	2	\$350.00	
	Rating: 1.1											
		Sales Remark: V5 BOOKENDS										
		V5 More than 2 codes changed										
	*23	M	530A-6A	GOOD DAY UTAH	:15	\$175.00	10/22-10/22	2	1	2	\$350.00	
	Rating: 1.6											
		Sales Remark: V5 BOOKENDS										
		V5 More than 2 codes changed										
	*27	M	6A-7A	GOOD DAY UTAH	:15	\$207.50	10/22-10/22	2	1	2	\$415.00	
	Rating: 2.3											
		Sales Remark: V5 BOOKENDS										
		V5 More than 2 codes changed										

Rep Order# 9843632 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 583209

Printed: 10/18/2012 2:30 PM
Last Received: 10/18/2012 2:19 PM
Showing Buylines: All Rep Revised Lines

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Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL
Product LOVE FOR UT-CD 4
Estimate# C16C22
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/C16C22
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*32	M	7A-8A	GOOD DAY UTAH	:15	\$207.50	10/22-10/22	2	1	2	\$415.00	

Rating: 3.0

Sales Remark: V5 BOOKENDS
V5 More than 2 codes changed

	*40	SU	9A-10A	NEWS	:15	\$165.00	10/21-10/21	2	1	2	\$330.00	
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Rating: 1.9

Sales Remark: V5 BOOKENDS
V5 More than 2 codes changed

---REPORT TOTALS---

Report Totals: 12 / \$2,360.00

---SALES MONTHLY TOTALS---

Oct 12: 60 / \$40,670.00

Sales Totals: 60 / \$40,670.00

Station Totals: 60 / \$40,670.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$133,563	CABL	0%	KDLU	0%	KJZZ	1%	KSL	24%	KSTU	30%
		KTVX	16%	KUCW	0%	KUTV	26%	UNKB	0%	UNKN	0%

Books null
Demos RA35+